

REMARKS/ARGUMENTS

Claims 2, 8, 12 and 13 are pending herein. Claims 12 and 13 have been amended to incorporate the content of claims 6 and 7, respectively, and as supported by Figs. 6 and 7 and in the specification at pages 12 and 13, for example. Claims 6 and 7 are cancelled hereby without prejudice or disclaimer. Applicant respectfully submits that no new matter has been added.

Claims 2, 6, 8, 11, 12 and 13 were rejected under §103(a) over Maggio in view of Gardenswartz. The cancellation of claims 6 and 11 render this rejection moot with respect to those claims. To the extent this rejection may be applied against the amended claims, it is respectfully traversed.

Claims 12 and 13 have been amended to recite that a second content data creating module creates other sets of content data that correspond to the applicant information, the content data contains a piece of information for accessing the other sets of content data, and the piece of information for accessing the other sets of content data contains identification data of the applicant that is integrated with the piece of information.

In the Office Action, the Examiner cites Fig. 16 of Maggio for the disclosure of the piece of information for acquiring other sets of content data containing identification of the applicant (Office Action at pages 20-21). In Fig. 16 of Maggio, the content of a sample CRAV record is shown which includes the identification of the applicant, including e-mail address, as well as demographic and historical response information. While the e-mail address in the sample CRAV record could be used to send content data to an applicant, Maggio does not teach or suggest integrating the identification information of the applicant with the piece of information, as is now claimed. As shown in Figs. 6 and 7 of the present application, the identification data of the applicant is integrated into and part of the piece of information for accessing the other sets of data.

Based on the above, the cited references fail to teach or suggest content data that contains a piece of information for accessing other sets of data, the piece of

information for accessing the other sets of data contains identification data of the applicant that is integrated with a piece of information. Accordingly, Applicants respectfully request that the Examiner reconsider and withdraw this rejection.

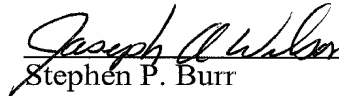
If the Examiner believes that contact with Applicant's attorney would be advantageous toward the disposition of this case, the Examiner is herein requested to call the Applicant's attorney at the phone number noted below.

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1446.

Respectfully submitted,

September 18, 2007

Date



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